



BRYCE YOKOMIZO
Director

LISA NUÑEZ
Chief Deputy

July 28, 2005

TO: Each Supervisor

FROM: Bryce Yokomizo, Director

SUBJECT: DEPARTMENT OF PUBLIC SOCIAL SERVICES FOOD STAMP OUTREACH CAMPAIGN

In June 2004, in response to a UCLA Center for Health Policy Research report on hunger and food insecurity in Los Angeles County, your Board directed my Department to develop a collaborative campaign to increase Food Stamp utilization in the Antelope Valley and to use the experience from that campaign to develop a Countywide Food Stamp Outreach Plan.

In response to your Board's direction, we launched a campaign in the Antelope Valley which resulted in a 36% increase, from August 2004 to February 2005, in the number of households receiving Food Stamps only. On the basis of this very successful effort, we developed a Countywide Food Stamp Outreach Campaign which will be implemented this week. As I have previously shared with your Board, the key elements of this Countywide plan are:

- One Intake Eligibility Worker (EW) in each DPSS Food Stamp district office will be dedicated to outreach efforts. This Outreach EW will accept and assist with Food Stamp applications at non-traditional sites, such as WIC offices, health clinics, food pantries, and schools. The Outreach EW will also make program presentations, distribute marketing materials and conduct pre-screening events.
- In April 2005, DPSS began the outstationing of Food Stamp Intake Eligibility Workers at 11 Department of Community and Senior Services emergency food distribution sites, including Senior Centers, to perform outreach and accept applications.
- On July 5, 2005, our Department implemented a six-month pilot to test the effectiveness of a Joint Medi-Cal/Food Stamp/ Earned Income Tax Credit (EITC) Outreach Campaign. The pilot includes the testing of two models. One will use five Outreach EWs from a traditional district office. The other will use five Outreach EWs from a Medi-Cal Outreach District. These EWs will perform outreach, accept and assist with Food Stamp and Medi-Cal applications at non-traditional sites. They will also provide valuable information about EITC.

"To Enrich Lives Through Effective And Caring Service"



Board of Supervisors

GLORIA MOLINA

First District

YVONNE B. BURKE

Second District

ZEV YAROS AVSKY

Third District

DON KNABE

Fourth District

MICHAEL D. ANTONOVICH

Fifth District

- Food Stamp outreach is being conducted with families and individuals receiving Medi-Cal, who do not receive Food Stamp benefits. Also, families and individuals applying for Medi-Cal are being encouraged to apply for Food Stamp benefits.
- Special food stamp pre-screening events will be held at retail markets, with advance publicity in local newspapers.

To maximize the effectiveness of this campaign, we have contracted a social marketing expert, funded by the Quality and Productivity Commission, to develop a media strategy and marketing materials that will reach our target population. We met with him on July 11, 2005, to share ideas and discussed future strategies.

Additionally, we are planning a Restaurant Meals Program, also targeted for implementation this week. Homeless, elderly and disabled Food Stamp participants will be able to purchase prepared meals at authorized United States Department of Agriculture – Food and Nutrition Service restaurants.

Increasing Food Stamp participation among eligible households continues to be a priority for my Department, in collaboration with a wide array of community partners. I will report to you on the progress of our Food Stamp Outreach efforts on a semi-annual basis.

BY:ms

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors